

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claim 1 (canceled)

1 Claim 2 (currently amended): The method of claim ~~1~~ 10 wherein
2 the searchable data structure is an inverted index.

1 Claim 3 (original): The method of claim 2 wherein the inverted
2 index includes entries, each entry including a term and one or
3 more Web page identifiers.

1 Claim 4 (original): The method of claim 2 wherein the inverted
2 index includes entries, each entry including a term and one or
3 more pairs, each pair including a Web page identifier and a term
4 count.

1 Claim 5 (original): The method of claim 2 wherein the inverted
2 index includes entries, each entry including a term extracted
3 from advertiser Web pages and one or more Web page identifiers
4 that identifier advertiser Web page in which the term appears.

1 Claim 6 (currently amended): ~~The method of claim 1~~ A method
2 comprising:

3 a) accepting a search query;
4 b) searching a searchable data structure including
5 advertiser Web page information to generate advertisement
6 search results;
7 c) accepting the advertisement search results; and
8 d) retrieving at least one advertisement using at least a
9 portion of the accepted advertisement search results,

10 wherein the at least one advertisement is retrieved from a
11 set of advertiser information, the set of advertiser information
12 including information identifying advertiser Web pages, and
13 wherein the searchable data structure including advertiser
14 Web page information includes information automatically
15 extracted exclusively from the identified advertiser Web pages.

1 Claim 7 (currently amended): The method of claim 10 wherein
2 each of the advertisement search results have a score.

1 Claim 8 (currently amended): The method of claim 7 further
2 comprising:

3 e) scoring , using at least the advertisement search
4 result scores, at least some of the retrieved at least one
5 advertisement.

1 Claim 9 (currently amended): The method of claim 7 further
2 comprising:

3 e) scoring, using at least the advertisement search result
4 scores and further using at least one of (1) ad performance
5 information, (2) ad price information (3) advertiser
6 quality information, and (4) user information, at least
7 some of the retrieved at least one advertisement.

1 Claim 10 (currently amended): ~~The method of claim 1 A method~~
2 comprising:

3 a) accepting a search query;
4 b) searching a searchable data structure including
5 advertiser Web page information to generate advertisement
6 search results;
7 c) accepting the advertisement search results; and

8 d) retrieving at least one advertisement using at least a
9 portion of the accepted advertisement search results,
10 wherein the searchable data structure includes entries,
11 each entry including a term and one or more Web page
12 identifiers, and

13 wherein the act of retrieving at least one advertisement
14 using at least a portion of the accepted advertisement search
15 results uses Web page identifiers included in the advertisement
16 search results.

1 Claim 11 (original): The method of claim 10 wherein the Web
2 page identifiers are used as lookup keys to a database of
3 advertisement information.

1 Claim 12 (currently amended): The method of claim 10 wherein
2 the at least one advertisement is not one of the accepted search
3 results.

1 Claim 13 (currently amended): ~~The method of claim 1~~ A method
2 comprising:

3 a) accepting a search query;
4 b) searching a searchable data structure including
5 advertiser Web page information to generate advertisement
6 search results;
7 c) accepting the advertisement search results; and
8 d) retrieving at least one advertisement using at least a
9 portion of the accepted advertisement search results,
10 wherein the act of retrieving at least one advertisement is
11 performed without consideration of expressly entered targeting
12 information.

1 Claim 14 (currently amended): The method of ~~claims 1~~ claim 13
2 wherein the ~~act of retrieving at least one advertisement is~~
3 ~~performed without consideration of targeting information~~
4 includes keyword targeting information.

1 Claim 15 (currently amended): The method of claim 4 10 further
2 comprising:

3 e) generating a document including (1) search results
4 determined using the search query and a second searchable
5 data structure, and (2) the at least one advertisement.

1 Claim 16 (original): The method of claim 15 wherein a format of
2 each of the search results is different from a format of each of
3 the at least one advertisement.

Claims 17-22 (canceled)

1 Claim 23 (original): A search engine comprising:

2 a) a query processor;
3 b) a first index including information derived from Web
4 pages of the World Wide Web; and
5 c) a second index including information derived
6 exclusively from Web pages of advertisers.

1 Claim 24 (withdrawn): Apparatus comprising:

2 a) a storage facility including:
3 1) advertisement information including ads, and
4 2) a searchable data structure including advertiser
5 Web page information;
6 b) means for generating search results using, at least,
7 the searchable data structure; and

8 c) means for providing one or more ads from the
9 advertisement information using, at least, the generated
10 search results.

1 Claim 25 (withdrawn): The apparatus of claim 24 wherein the
2 advertisement information includes records, each record
3 including an ad and an advertiser Web page identifier.

1 Claim 26 (withdrawn): The apparatus of claim 25 wherein the
2 advertiser Website information included in the searchable data
3 structure is derived from the advertiser Web page identifiers
4 included in records of the advertisement information.

1 Claim 27 (withdrawn): The apparatus of claim 24 wherein the
2 means for providing one or more ads from the advertisement
3 information includes
4 1) means for determining at least one Web page
5 identifier from the search results, and
6 2) means for looking up the one or more ads from the
7 advertisement information using the determined at
8 least one Web page indicator.

1 Claim 28 (original): Apparatus comprising:
2 a) an input for accepting a search query;
3 b) means for searching a searchable data structure
4 including advertiser Web page information to generate
5 search results; and
6 c) means for retrieving at least one advertisement using
7 at least a portion of the accepted search results.

1 Claim 29 (original): The apparatus of claim 28 wherein the
2 searchable data structure is an inverted index.

1 Claim 30 (original): The apparatus of claim 29 wherein the
2 inverted index includes entries, each entry including a term and
3 one or more Web page identifiers.

1 Claim 31 (original): The apparatus of claim 29 wherein the
2 inverted index includes entries, each entry including a term and
3 one or more pairs, each pair including a Web page identifier and
4 a term count.

1 Claim 32 (original): The apparatus of claim 29 wherein the
2 inverted index includes entries, each entry including a term
3 extracted from advertiser Web pages and one or more Web page
4 identifiers that identify advertiser Web page in which the
5 term appears.

1 Claim 33 (original): The apparatus of claim 28 wherein the at
2 least one advertisement is retrieved from a set of advertiser
3 information, the set of advertiser information including
4 information identifying advertiser Web pages, and
5 wherein the searchable data structure including advertiser
6 Web page information includes information extracted exclusively
7 from the identified advertiser Web pages.

1 Claim 34 (original): The apparatus of claim 28 wherein each of
2 the search results have a score.

1 Claim 35 (original): The apparatus of claim 34 further
2 comprising:
3 d) means for scoring, using at least the search result
4 scores, at least some of the retrieved at least one
5 advertisement.

1 Claim 36 (original): The apparatus of claim 34 further
2 comprising:

3 d) means for scoring, using at least the search result
4 scores and further using at least one of (1) ad performance
5 information, (2) ad price information (3) advertiser
6 quality information, and (4) user information, at least
7 some of the retrieved at least one advertisement.

1 Claim 37 (original): The apparatus of claim 28 wherein the
2 searchable data structure includes entries, each entry including
3 a term and one or more Web page identifiers, and
4 wherein the means for retrieving at least one advertisement
5 using at least a portion of the accepted search results uses Web
6 page identifiers included in the search results.

1 Claim 38 (original): The apparatus of claim 37 wherein the Web
2 page identifiers are used as lookup keys to a database of
3 advertisement information.

1 Claim 39 (original): The apparatus of claim 28 wherein the at
2 least one advertisement is not one of the accepted search
3 results.

1 Claim 40 (original): The apparatus of claim 28 wherein the
2 means for retrieving at least one advertisement does not
3 consider expressly entered targeting information.

1 Claim 41 (original): The apparatus of claims 28 wherein the
2 means for retrieving at least one advertisement does not
3 consider keyword targeting information.

1 Claim 42 (original): The apparatus of claim 28 further
2 comprising:

3 d) means for generating a document including (1) search
4 results determined using the search query and a second
5 searchable data structure, and (2) the at least one
6 advertisement.

1 Claim 43 (original): The apparatus of claim 42 wherein a format
2 of each of the search results is different from a format of each
3 of the at least one advertisement.

Claims 44-49 (canceled)